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## Pay Per Click

Pay per click advertising is a form of advertising on the search engines that links to your website. SEO Solution helps you to get onto the search engine fast so that you can start getting targeted traffic - on the same day.

You bid on keywords or keyphrases on a click basis. So you pay the amount you are willing to pay for every "click" to your website.

### Pay per click setup

SEO Solution helps you to set up your pay per click campaigns on Google, Yahoo and the Miva network. During the setup, SEO Solution will:

- Research your target keywords and keyphrases
- Write effective text ads
- Review your website and advise on calls to action
- Prepare landing pages for the campaign should this be necessary
- Start the campaigns running

### Pay per click management

SEO Solution helps you to manage your pay per click campaigns. As part of the management, SEO Solution provides you with:-

- Ongoing review of campaign
- Continually improve your text ads
- Continually find better keywords
- Report to you each month on the keywords performance
- Review your webstats with you to understand traffic performance

### Advantages of pay per click

There are some important advantages of a pay per click campaign

- You are in control of the amount you wish to spend
- You are able to quickly advertise special offers or seasonal offers within minutes
- You can pause the campaign at anytime

